

The Chemical Specialties Manufacturers Association strongly supports environmental responsibility in the manufacture, distribution, and marketing of all consumer products, including the substantiation and proof of environmental claims made about products and packaging. The Association's support is a key testimony to the Consumer Subcommittee of the Senate Committee on Commerce and Transportation.

NEWS RELEASE

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FOR IMMEDIATE RELEASE

CSMA, PARTNERS LAUNCH "READ THE LABEL *FIRST*" CAMPAIGN

WASHINGTON, D.C., March 6, 2000 – A nationwide educational campaign encouraging consumers to read the information on household product labels was launched today by the U.S. Environmental Protection Agency and its partners in the Consumer Labeling Initiative, including the Chemical Specialties Manufacturers Association.

"Read the Label *First*" is the result of an intensive three-year effort by EPA and its partners, including, in addition to CSMA, federal, state and local government agencies, environmental groups and private sector companies. Collectively called the Consumer Labeling Initiative, the partnership devised this first-ever national campaign to improve labels and help consumers buy, use and dispose of products safely and responsibly.

The CLI began in 1996 as a pilot program to foster pollution prevention, empower consumer choice and improve consumer understanding of household consumer product labels, particularly on home pesticide and cleaning products.

CLI's goal is to find ways to help consumers:

- find and understand essential label information;
- use labels for informed purchasing; and
- know how to use products wisely for good performance without hurting the environment.

According to the Environmental Protection Agency, the CLI effort represents "an aggressive and extremely thorough program of direct consumer research unusual for a government initiative." CSMA and CLI participants funded and directed quantitative and qualitative research to assess consumer comprehension, attitudes, behavior and satisfaction with labeling; to evaluate alternatives; and to recommend comprehensive, specific improvement to labels.

"Read the Label *First*" builds on the momentum established in recent years by the new, user-friendly labels on many home pesticide and cleaning products, which, unlike older labels, present more accessible information and are easier to read, understand and follow.

CLI Partners in addition to CSMA include Amway Corporation, Chemsico, Div. of United Industries Corp., The Clorox Company, The Procter & Gamble Company, Reckitt Benckiser, SC Johnson and others.

CSMA, headquartered in Washington, DC, represents companies engaged in the manufacture, formulation, distribution and sale of aerosols, disinfectants and sanitizers, automotive products, detergents and cleaning compounds, personal care products, home, lawn and garden pesticides, and polishes and floor finishes for home, institutional and industrial use.